



**USAID**  
FROM THE AMERICAN PEOPLE

**AFGHANISTAN**

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# FACT SHEET

## Commercial Horticulture and Agricultural Marketing Program (CHAMP)

### OVERVIEW

The CHAMP project began in February 2010, as a four-year activity to reduce poverty among rural Afghan farmers by helping them to shift from relatively low-value annual crops, such as wheat, to relatively high-value perennial crops, such as almonds, grapes, and pomegranates.

Because improved trellising can dramatically improve the productivity of existing grape vineyards, a second component of CHAMP will assist grape producers to install improved trellising systems in new or existing vineyards. Participants will contribute \$4.5 million of their own funds as a “partnership” portion of the costs of the materials for the orchards and vineyards. A marketing program supports the increased production by linking producers to merchants in a system that rewards farmers and merchants for higher quality production with higher prices and profits, working with farmers to improve quality, and with traders to improve harvesting, packing, cooling, shipping, and marketing methods. Profits will be increased through interventions targeting higher paying, non-traditional export markets like India, Dubai, and Europe, and better access to credit. To ensure that women specifically benefit, and to encourage equal opportunities for women, USAID is implementing a pilot women’s program focusing on poultry and egg production as well as vegetable gardening. USAID is implementing programs in 16 provinces in the eastern, southeastern, southern, and central regions of Afghanistan.

### CURRENT ACTIVITIES

- **Expand fruit and nut production:** Establish new fruit and nut orchards and vineyards
- **Improve grape production and harvesting:** Trellis new and existing vineyards
- **Marketing and credit activities:** Provide marketing assistance to link farmers to merchants; improve farm-level quality, improve marketing practices and assist merchant’s access credit to support farmers and marketing activities
- **Women’s program:** Provide women employment opportunities

### ACCOMPLISHMENTS

- Established 3,557 hectares of new commercial fruit orchards and vineyards
- Trained more than 10,700 farmers on improved horticulture techniques such as land preparation, layout, planting, fertilization, and irrigation
- Trellised 47 hectares of vineyards to improve quantity and quality of grapes harvest
- Trained 237 farmers on trellis management
- Established 250 kitchen gardens and 125 poultry units to enhance woman’s role in food production specifically the development of their skills and economic contribution to their family needs
- Distributed required inputs to 200 farmers (wooden sticks, harvest baskets and tarpaulins)
- Expanded domestic sale of chilled grapes through facilitating the shipment of 59.5MT from Shamali to Karachi and Islamabad markets.
- 59.5MT of chilled grapes transported from Shamali to Karachi and Islamabad markets (89.5MT exported by participating merchants without USAID subsidy)
- Sent two inaugural pomegranate shipments of 32MT each to Holland and Canada via land and sea using a cold chain system established by CHAMP
- Trained more than 330 farmers in Ghorband Valley on proper apricot drying techniques using the improved methods of sulfur drying